

# EISENHOWER WEST LANDMARK VAN DORN

## IMPLEMENTATION ADVISORY GROUP

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Due to the COVID-19 Pandemic emergency, the January 19, 2021 meeting of the Eisenhower West Landmark Van Dorn Implementation Advisory Group is being held electronically pursuant to Virginia Code Section 2.2-3708.2(A)(3), the Continuity of Government ordinance adopted by the City Council on June 20, 2020 or Sections 4-0.00(g) in HB29 and HB30 to undertake essential business. All members of the Advisory Group and staff are participating from remote locations through a Zoom Webinar.

# Welcome!

The Eisenhower West Landmark Van Dorn  
Implementation Advisory Group Meeting  
on the [Landmark Redevelopment](#)  
will begin shortly at 6 pm



# EISENHOWER WEST LANDMARK VAN DORN

## IMPLEMENTATION ADVISORY GROUP

# Agenda

1. **Welcome, Introductions, & Overview**  
*Mindy Lyle, Planning Commissioner and EWLVD AG Chair*  
*Jeff Farner, Deputy Director, COA Dept. of Planning & Zoning*
2. **Landmark Planning Process & Plan Recommendations**  
*Ashley Labadie, Urban Planner, COA Dept. of Planning & Zoning*
3. **10 min. – Advisory Group Discussion**
4. **Foulger-Pratt & Inova Proposal**  
*Brigg Bunker, Managing Partner & COO, Foulger-Pratt*  
*Nick Beeson, Director of Acquisitions, Foulger-Pratt*  
*Cathy Puskar, Attorney, Walsh Colucci Lubeley Walsh*  
*Lisa Gould, Lisa Gould Architect*  
*Tom Wong, Design Partner, Ennead Architects*
5. **35 min. – Advisory Group Discussion/  
Questions with General Public**
6. **Next Steps**  
*Ashley Labadie*

# EISENHOWER WEST LANDMARK VAN DORN

## IMPLEMENTATION ADVISORY GROUP

### Meeting Ground Rules

- Treat each other with respect
- Only one person speaks at a time
- Give everyone a chance to participate equally; avoid dominating
- Listen as an ally, not an adversary. Everyone should feel comfortable expressing their opinion regardless of differences
- Ask for clarification; don't assume you know what someone means
- Don't characterize other people's views in or outside a group's meetings
- Mute yourself if you are not speaking

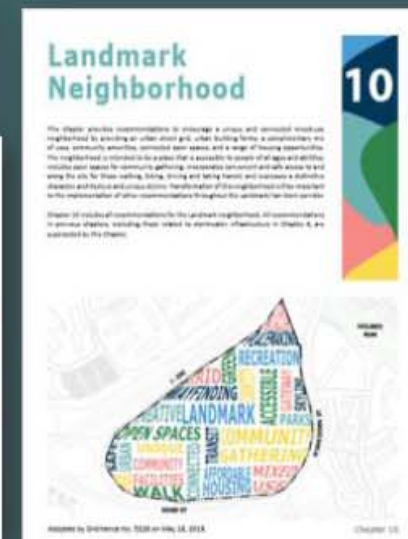


# EISENHOWER WEST LANDMARK VAN DORN

## IMPLEMENTATION ADVISORY GROUP

### Advisory Group's Role

- 15-member group of Commission, Business Community and Resident Representatives
- Provide guidance to City staff on action items in the Eisenhower West & Landmark/Van Dorn Plans
- Serve as the venue for community outreach for development projects
  - Consider Plan goals and public amenities
- Support City's community engagement and outreach efforts by:
  - Providing updates to respective commissions, boards, and organizations, in addition to residents at-large
  - Speaking for those groups and sharing their interests in this process





# EISENHOWER WEST LANDMARK VAN DORN

## IMPLEMENTATION ADVISORY GROUP

### Steps in the Redevelopment Process

**Current Proposal Builds on  
Previous Planning Efforts,  
including the 2018-2019  
Replanning Process:**

- 4 community events
- Public hearings
- Background information at [alexandriava.gov/landmark](http://alexandriava.gov/landmark)



# EISENHOWER WEST LANDMARK VAN DORN

## IMPLEMENTATION ADVISORY GROUP

### Detail throughout the Redevelopment Process

Examples

#### CDD/MPA (Current Phase)

Types of uses allowed across the site  
(e.g., residential, commercial)

Range of allowed building heights

Open space size, programming and  
locations across the site

#### DSUPs (Future Phases)

Specific uses and size and number of  
units for each building

Specific building heights and building  
articulation/ architecture

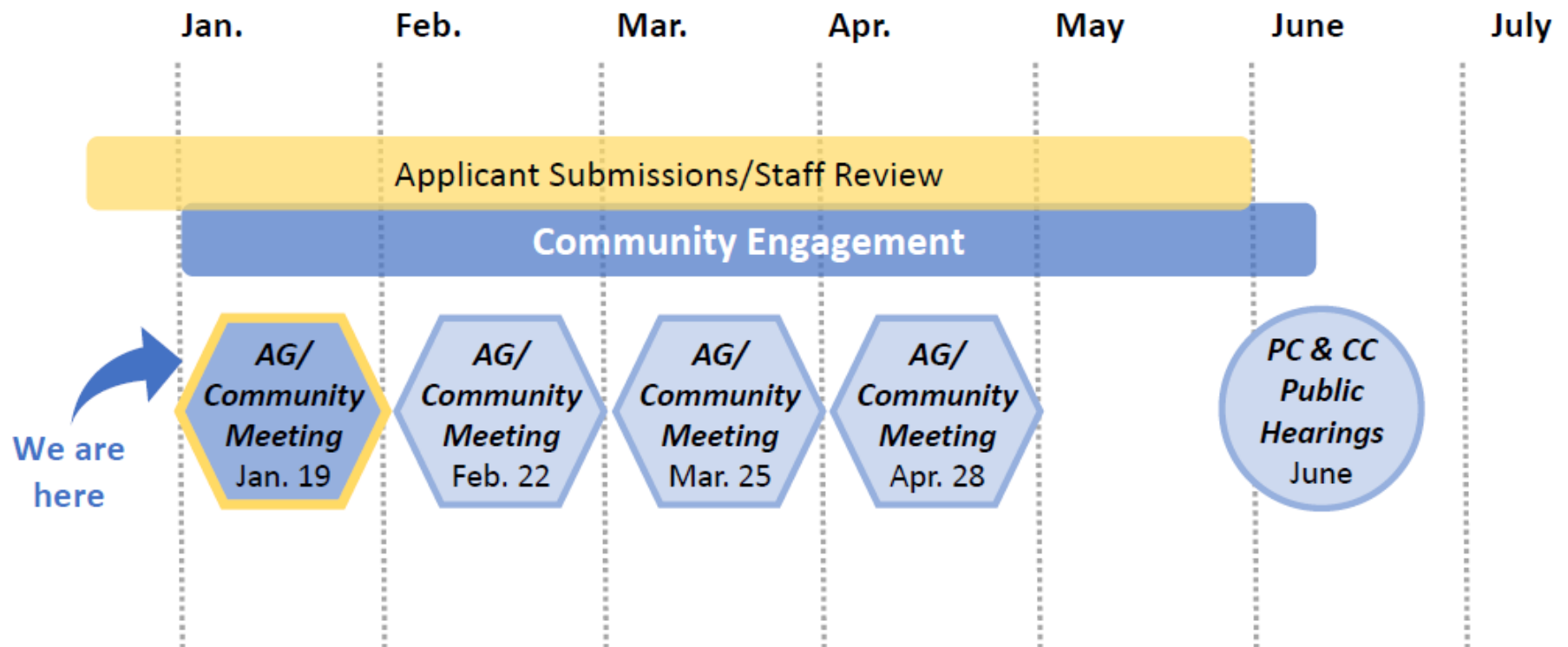
Design of parks and specific open  
spaces associated with buildings

More Detailed

# EISENHOWER WEST LANDMARK VAN DORN

## IMPLEMENTATION ADVISORY GROUP

### CDD/Rezoning Schedule



## EISENHOWER WEST LANDMARK VAN DORN IMPLEMENTATION ADVISORY GROUP

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# Advisory Group Discussion

**10 minutes**

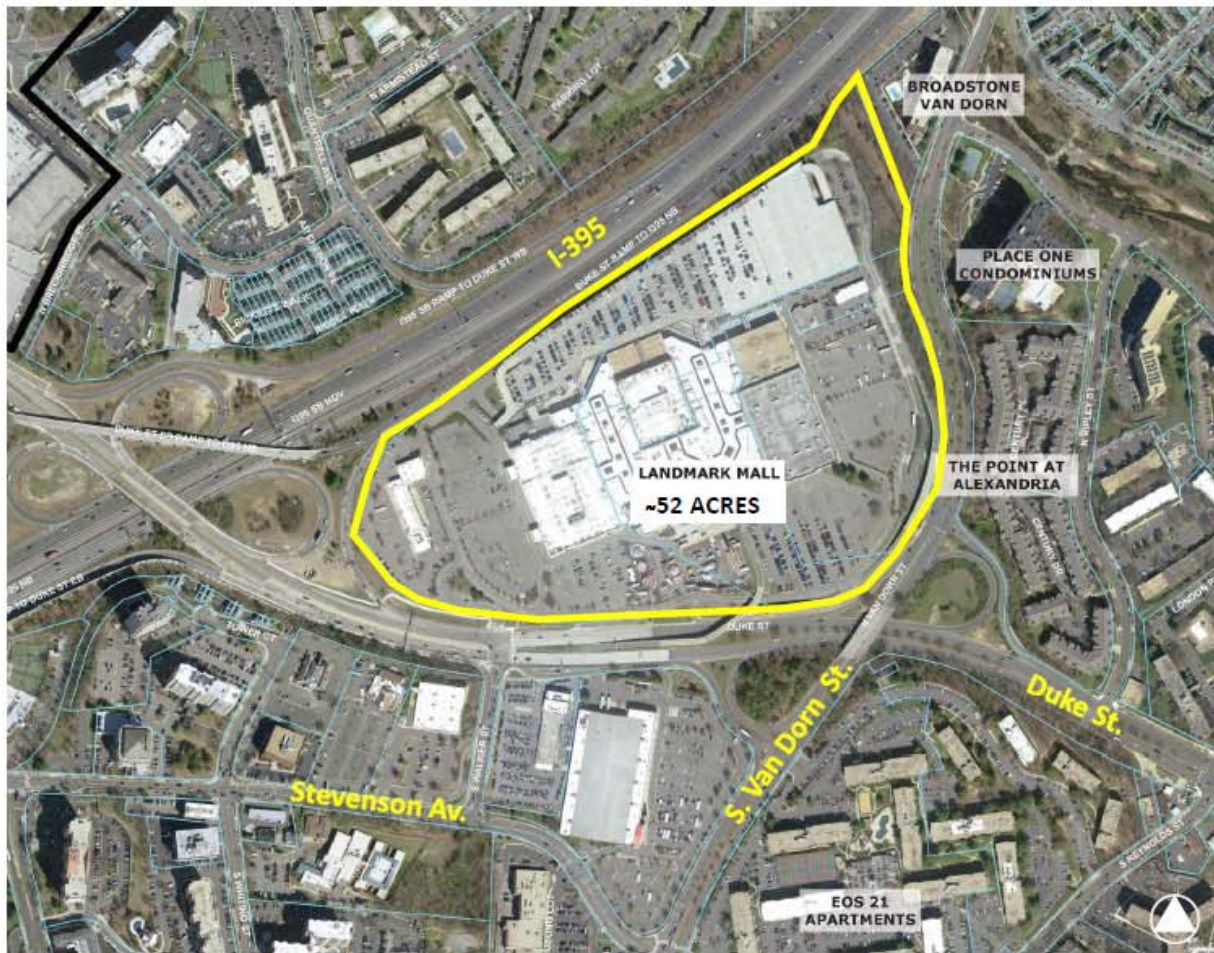
General public may post questions in the “Q&A” function



# EISENHOWER WEST LANDMARK VAN DORN

## IMPLEMENTATION ADVISORY GROUP

### Site Size and Scale





# EISENHOWER WEST LANDMARK VAN DORN

## IMPLEMENTATION ADVISORY GROUP

### Key Recommendations of the 2019 Landmark Plan

- 
- Lively urban neighborhood with activated ground floors and a mix of uses, including institutional and community facilities
  - Distinctive architecture and urban design
  - New housing with affordable options
  - Network of parks and open spaces, including a min. 3.5 acres of publicly accessible parks & 25% open space per block
  - New centrally located transit hub within a grid of streets with enhanced pedestrian and cycling connections



# LANDMARK

## MIXED-USE MASTER REDEVELOPMENT

EISENHOWER WEST / LANDMARK VAN DORN IMPLEMENTATION ADVISORY GROUP

JANUARY 19, 2021

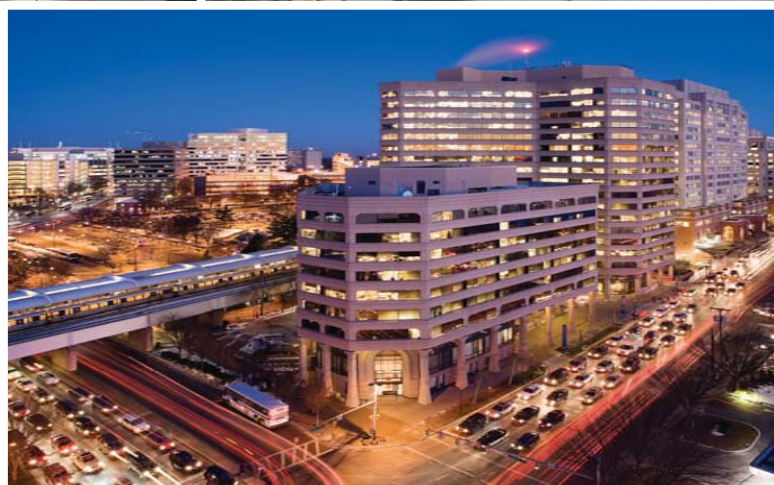




# LANDMARK REDEVELOPMENT

## Foulger-Pratt Introduction: About Us

- 60+ years of experience in the DC metro area
- Family owned and operated
- Vertically integrated
- Experienced operator of various asset types
- 7+ million stabilized square feet





# LANDMARK REDEVELOPMENT

## Foulger-Pratt Introduction: Culture & Core Values

### *MISSION STATEMENT:*

We create inspired places - one building, one relationship, one person at a time.

### *WHY CULTURE MATTERS:*

Our culture is guided by our Core Values. These strong principles inform all of our decisions and allow us to manage risk and relationships effectively.

### *CORE VALUES:*

- We Treat People the Way We Want to be Treated
- We Plan Thoroughly and Execute Effectively to Deliver a Quality Product
- We Constantly Strive to Learn and Improve
- We Are Accountable for Our Actions and Behaviors and Hold Others Accountable as Well
- We Maximize Our Resources to Manage Risk and Create Profit for the Benefit of our Stakeholders
- We Strive to Have Fun!



# LANDMARK REDEVELOPMENT

## Foulger-Pratt Introduction: Select Projects

### Downtown Silver Spring

Silver Spring, MD

#### MIXED-USE URBAN REDEVELOPMENT

This vibrant transit-oriented development is widely recognized as the catalyst redevelopment of downtown Silver Spring, Maryland, and represents a national model for public-private partnership. Foulger-Pratt initiated a collaboration among a broad range of public and private constituents to re-envision this twenty+ acre parcel as a dynamic environment for a diverse community. Today, the project includes a full spectrum of uses including local and national retail, restaurants, hotel, movie theaters, community areas, such as an ice skating rink and a mosaic fountain, as well as a fully occupied office building and amenity rich apartments.



# LANDMARK REDEVELOPMENT

## Foulger-Pratt Introduction: Select Projects

### Park Potomac

Potomac, MD

#### MASTER-PLANNED MIXED-USE

This mixed-use, master-planned development provides a pedestrian oriented environment of mid and high-rise commercial and residential development. It is focused around an amenity core anchored by a Harris Teeter grocer and dynamic restaurants and shops. With direct I-270 highway accessibility, just one exit outside the Capital Beltway, the project is already 60% developed and will reach over 2 million sf at full build-out. The occupied phases include 150 townhomes, 150 luxury high-rise condominiums, 297 apartments, two LEED Silver Class A office buildings and over 100,000 sf of retail. Additional apartments, office and retail are under construction or planned for the site.





# LANDMARK REDEVELOPMENT

## Foulger-Pratt Introduction: Select Projects

### The Thornton

Alexandria, VA

#### MULTIFAMILY REDEVELOPMENT

The redevelopment of this existing low-rise residential complex will create a vibrant luxury apartment community more than triple its current density. Approved in 2014, the plan leveraged the unique waterfront orientation of the site, convenience to Old Town Alexandria, and immediate access to the Capital Beltway. Additionally, the project has proximity to three Metro stations and major employment centers.



# LANDMARK REDEVELOPMENT

## Project Context: Background & Context

### Background

|             |  |
|-------------|--|
| <b>2007</b> | Initial redevelopment planning process commences   |
| <b>2009</b> | Landmark / Van Dorn Corridor Plan adopted  |
| <b>2009</b> | General Growth Properties (mall owner) declares bankruptcy   |
| <b>2010</b> | Howard Hughes Corporation (HHC) emerges as the new mall owner  |
| <b>2013</b> | Approved DSUP for mall redevelopment (excl. Sears and Macy's) – revised in 2015  |
| <b>2017</b> | HHC purchases Macy's store and begins re-planning the redevelopment with Seritage Growth Properties (SRG), the owner of the Sears parcel |
| <b>2019</b> | New Chapter of Landmark / Van Dorn Corridor Plan approved  |
| <b>2020</b> | Foulger-Pratt, as managing member, partners with HHC and SRG to form development joint venture   |

**Development team, Inova Health System, and the City of Alexandria announce an initial agreement to advance the development process**



# LANDMARK REDEVELOPMENT

## Project Context: Background & Context

**There have been previous efforts to redevelop this site. *Why is this time different?***

Three equally critical elements and circumstances:

- ✓ **Inova Health System's** plan to relocate and expand Inova Alexandria Hospital to the Landmark site;
- ✓ **Foulger-Pratt's** local expertise, reimagined plan / programming, and creative partnership with current landowners; and,
- ✓ **City of Alexandria's** continued leadership, pragmatism, shared vision, and financial investment in the community and its infrastructure.

### Building upon previous efforts and community engagement

- ✓ Long history of robust community involvement
- ✓ Prescriptive Small Area Plan (Ch. 10, 2019)
- ✓ Ongoing collaboration with City Staff and community groups

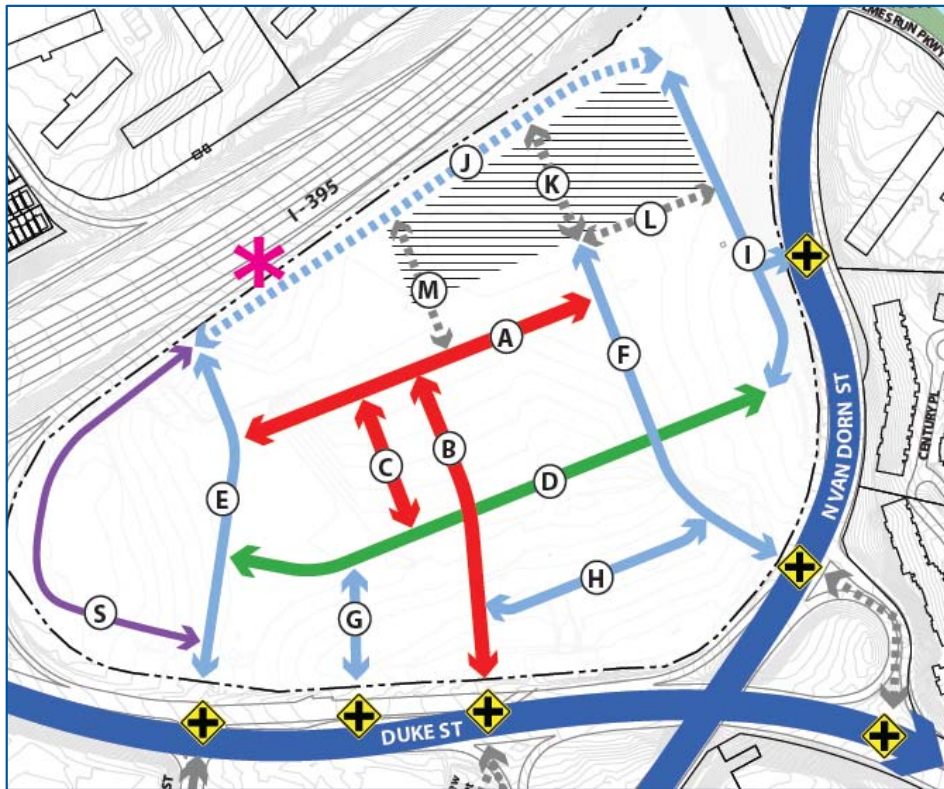




# LANDMARK REDEVELOPMENT

## Planning & Design: Framework Streets

### Small Area Plan – Ch. 10 (Amended 2019)



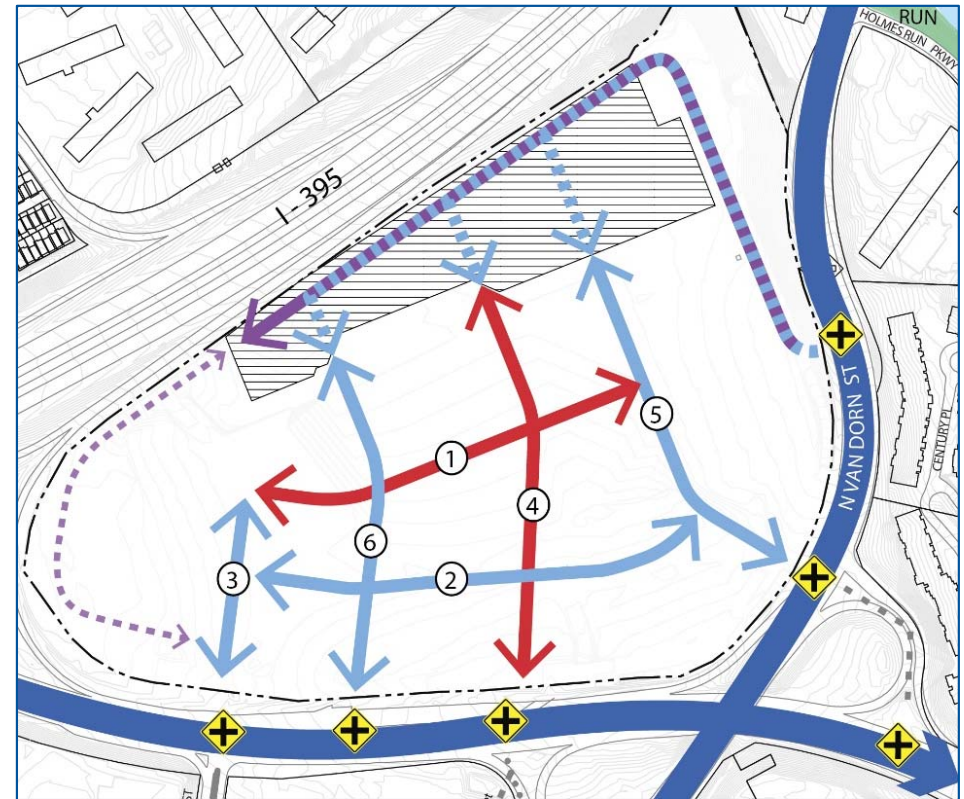
#### LEGEND

- |   |   |
|---|---|
| <span style="color: red;">—</span> Main Street                          | Signalized Intersections  |
| <span style="color: green;">—</span> Mixed-Use Boulevard (Green Street) | Existing Above Grade Parking Structure to be Redeveloped with Future Phases |
| <span style="color: blue;">—</span> Neighborhood Connector (1)          | <span style="color: pink;">*</span> Potential Connection to/from I-395 (4)  |
| <span style="color: darkblue;">—</span> Commercial Connector (2)        | Existing Connector  |
| <span style="color: purple;">—</span> Service Street                    | Interim Connector   |
| Future Extensions (3)   |   |

#### Notes:

1. Framework Street J to be designed and constructed as a Neighborhood Connector but used in the interim as a Service Street.
2. Improvements limited to property frontage.
3. Future street extensions in the event that the above grade parking structure is redeveloped.
4. Location of a potential connection is for illustrative purposes only. Final location will be in coordination with VDOT and the City.

### Per Concept I CDD Submission (Dec. 2020)



*“Key to a reimagined Landmark neighborhood is the introduction of an interconnected street framework, a structure on which walkable, urban-scale blocks and parks emerge.”*

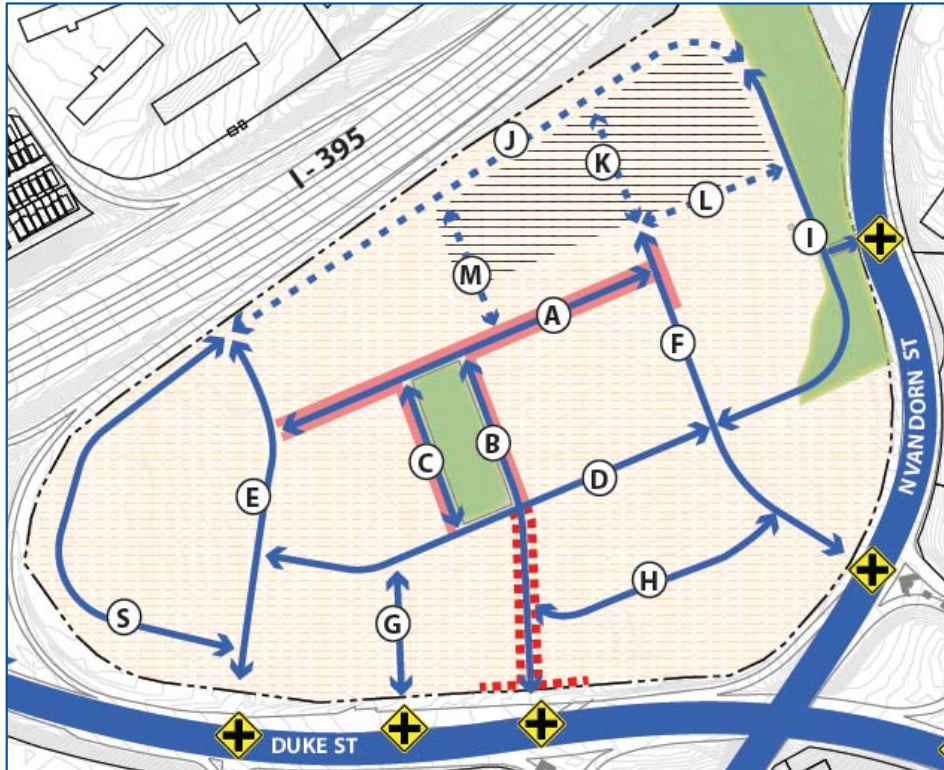
**— 2019 Amendment to the Small Area Plan**



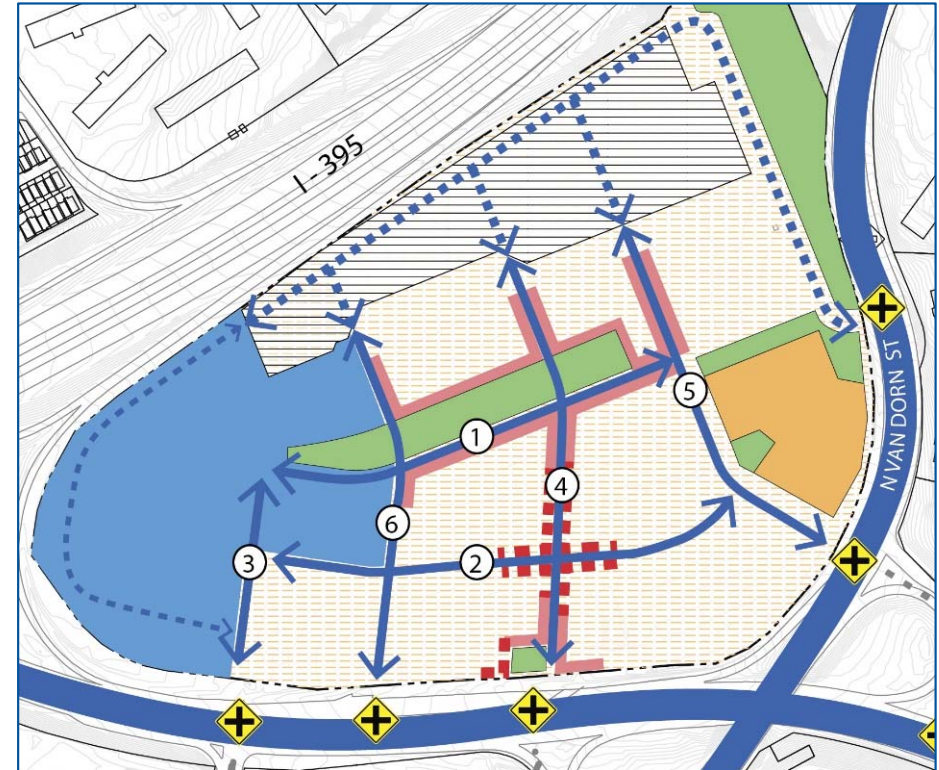
# LANDMARK REDEVELOPMENT

## Planning & Design: Land Uses

Small Area Plan – Ch. 10 (Amended 2019)



Per Concept I CDD Submission (Dec. 2020)



### LEGEND

- Required Active Retail Streets
- - - Preferred Active Retail Streets
- Mixed-Use (Minimum 20% Non-residential)
- Fixed Public Parks (Central Plaza (1) and Terrace Park)

- Framework Streets
- - - Future Extensions
- Existing Above Grade Parking Structure to be Redeveloped with Future Phases
- Existing Connector
- . . . Interim Connector
- + Signalized Intersections

- Residential
- INOVA

# LANDMARK REDEVELOPMENT

## Planning & Design: Land Uses

### Key Consistencies & Proposed Refinements

|  | Small Area Plan  | As Proposed    |
|--|--|----------------|
| Max density (SF)                           | 5.6 million SF   | 4.2 million SF |
| Majority uses category                     | Multifamily  |                |
| Non-residential % of total density         | Min 20%  |                |
| Active retail on Main Streets              | Yes  |                |
| Activated retail core around Central Plaza | Yes  |                |
| Retail extended to Duke St.                | Preferred  | Included       |
| Parks & Open Space                         | Min. 3.5 acres of publicly accessible parks<br>& min. 25% avg. open space per development block (at- or above-grade) |                |

*“Integral to the success of the neighborhood as a whole will be concentrating ground floor retail uses around the activated retail core where buildings frame the central plaza...”*

**— 2019 Amendment to the Small Area Plan**



# LANDMARK REDEVELOPMENT

## Planning & Design: Open Spaces

### Small Area Plan – Ch. 10 (Amended 2019)



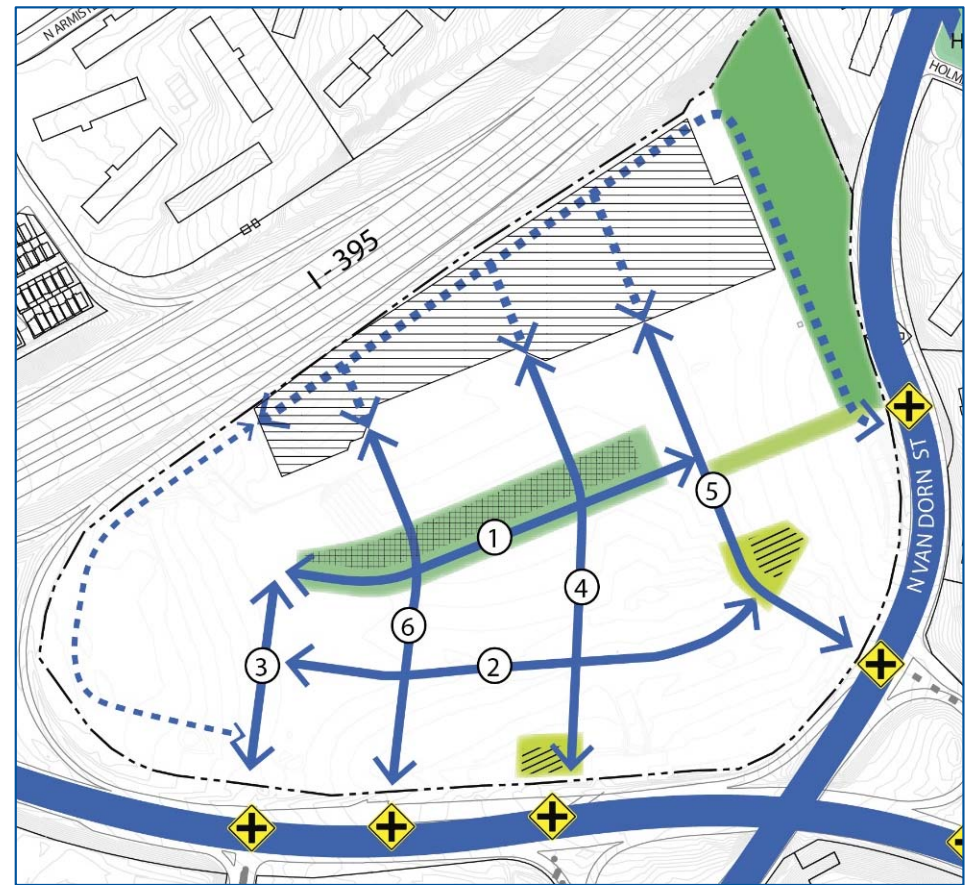
#### LEGEND

- Central Plaza (1)
- Terrace Park (1)
- Neighborhood Park (2)
- Green Street (Framework Street D)
- Potential Active Recreation

- Trail Connection (3)
- Framework Streets
- Future Extensions
- Existing Above Grade Parking Structure to be Redeveloped with Future Phases
- Existing Connector
- Interim Connector
- Signalized Intersections

Notes:

### Per Concept I CDD Submission (Dec. 2020)



*"Important to the overall health of the community is the incorporation and connection of active and passive open spaces for all ages and abilities... programmed with a range of functions... where the public will be welcomed."*  
**— 2019 Amendment to the Small Area Plan**



# LANDMARK REDEVELOPMENT

## Planning & Design: Open Spaces – Central Plaza

Currently Envisioned



Small Area Plan





# LANDMARK REDEVELOPMENT

## Planning & Design: Community Facilities & Benefits

Per Small Area Plan – Ch. 10 (Amended 2019)



### LEGEND



Proposed Transit Hub (1)



Planned West End Transitway Stop



Potential Connection to/from I-395 (2)



Framework Streets



Future Extensions



Existing Above Grade Parking Structure  
to be Redeveloped with Future Phases



Existing Connector

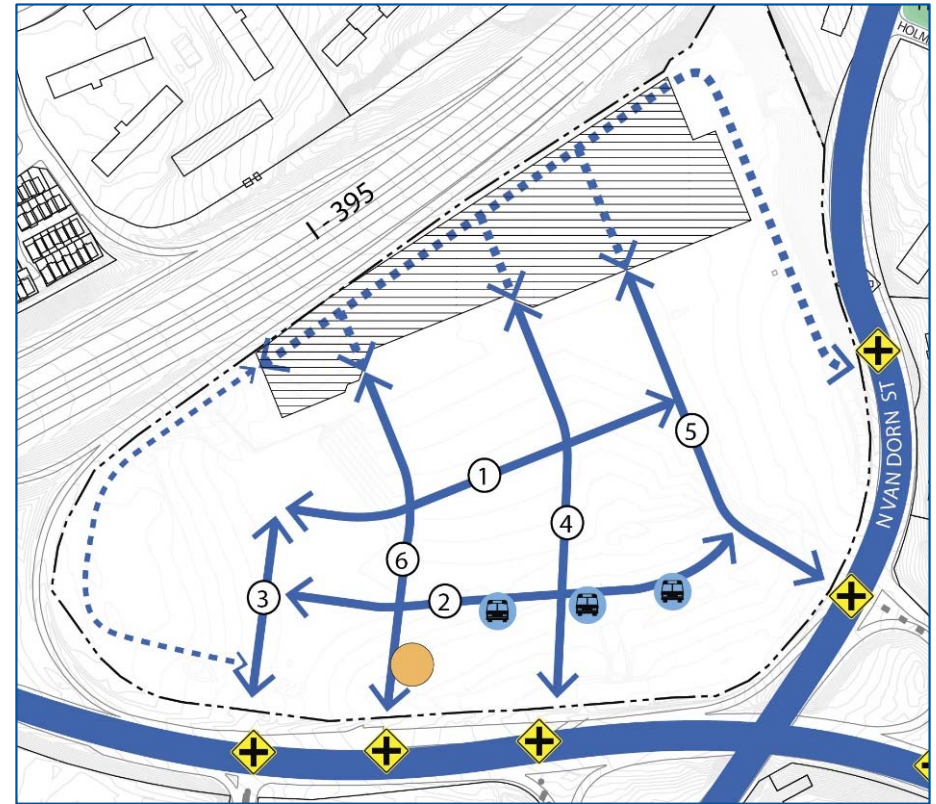


Interim Connector



Signalized Intersections

Per Concept I CDD Submission (Dec. 2020)



Fire Station

*"A successful urban community is one that provides amenities and services for all residents."*

**— 2019 Amendment to the Small Area Plan**

### Notes:

1. The proposed transit hub is for illustrative proposes only. Final location and coordination will be determined during the development review process.
2. Location of a potential connection is for illustrative proposes only. Final location will be in coordination with VDOT and the City.



# INOVA ALEXANDRIA AT LANDMARK

## Inova Health System

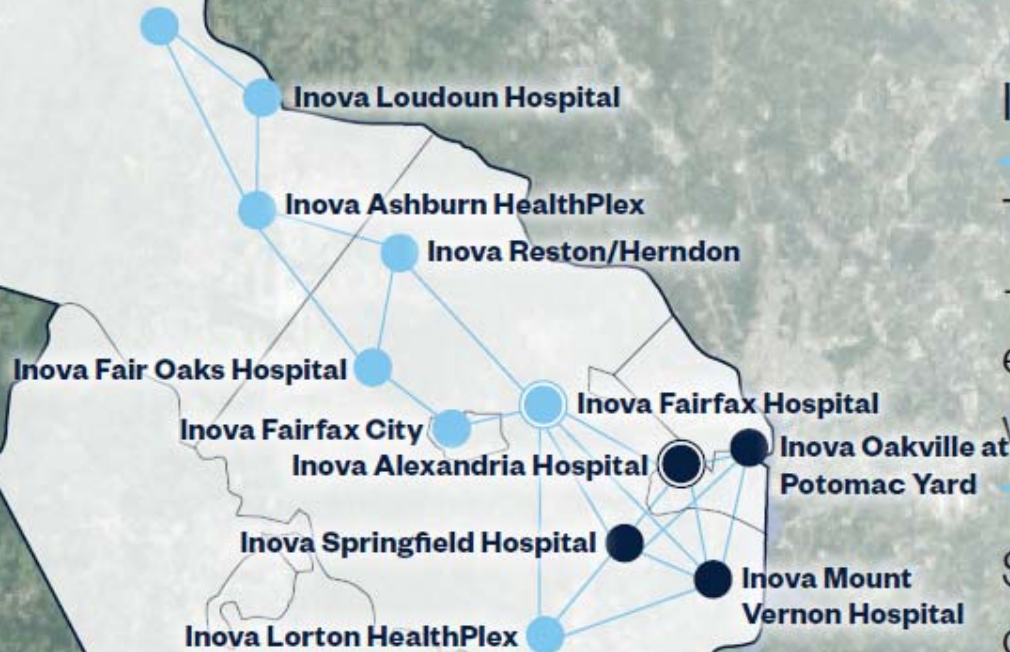
Inova Alexandria at Landmark

## Inova Health System

### Inova's Mission

To provide world-class health care — every time, every touch — to each person in every community we have the privilege to serve

Serving Northern Virginia with a comprehensive and integrated network of programs and services, offering a consistent and seamless system of Inova care



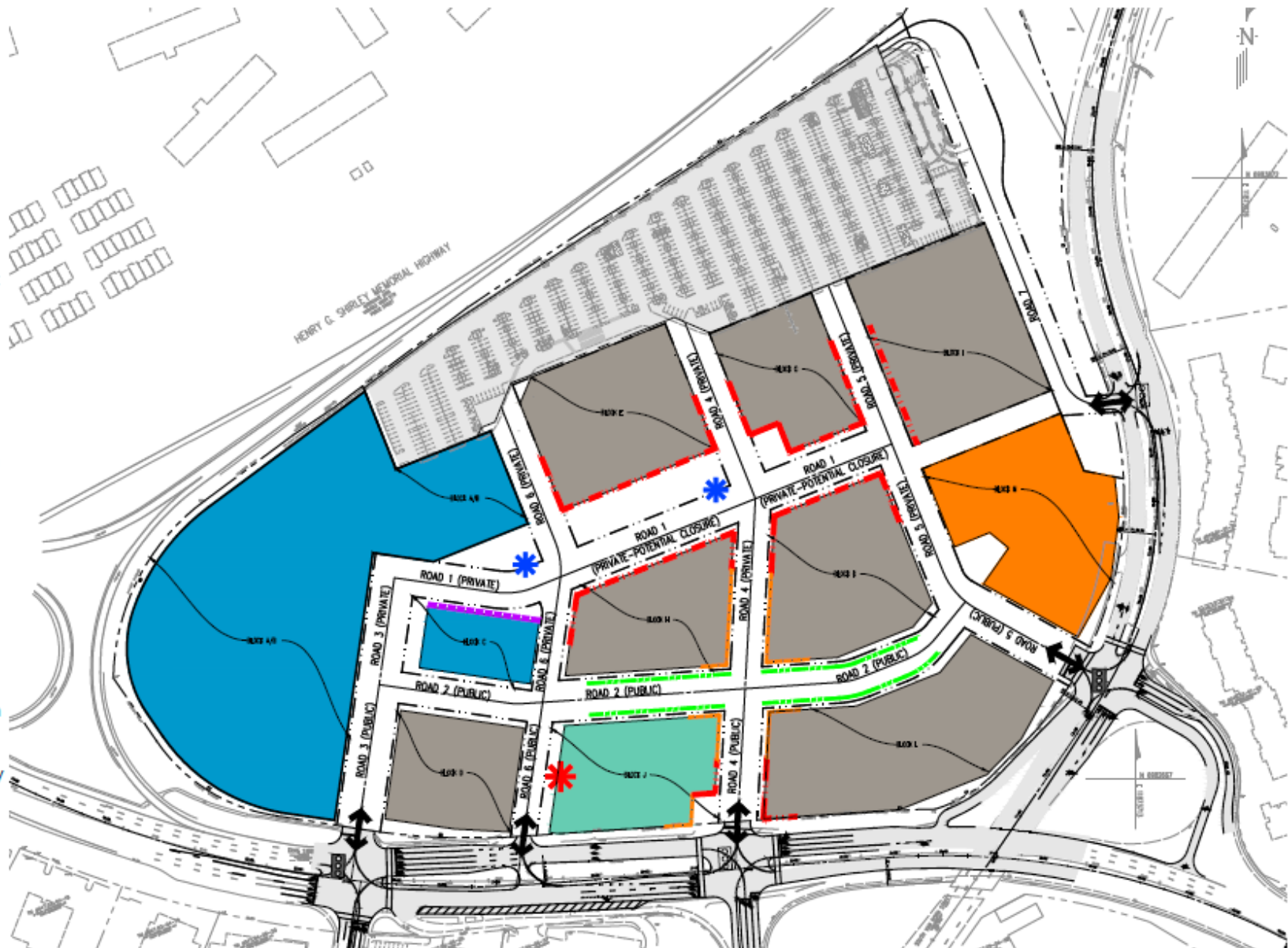
# INOVA ALEXANDRIA AT LANDMARK

## Conceptual Master Plan

The Inova campus will reside at the west end of the overall masterplan and will be the anchor to the new Landmark mixed-use development.

### Legend

-  Proposed Site Access point at Signalized Intersection
-  Primary Active Retail Street Frontages
-  Secondary active street frontages
-  Ground Floor Activated Use
-  Potential Transit Hub Location
-  Potential Community Facility Location
-  Potential Retail / Programmed Open Space
-  Approx. extents of existing above grade parking garage
-  Potential future signalized intersection (subject to signal warrants)
-  Existing signalized intersection
-  Residential
-  Hospital / Medical Care Facility
-  Mix Use (Residential/Retail)
-  Mix Use (Fire Station / Retail / Residential)



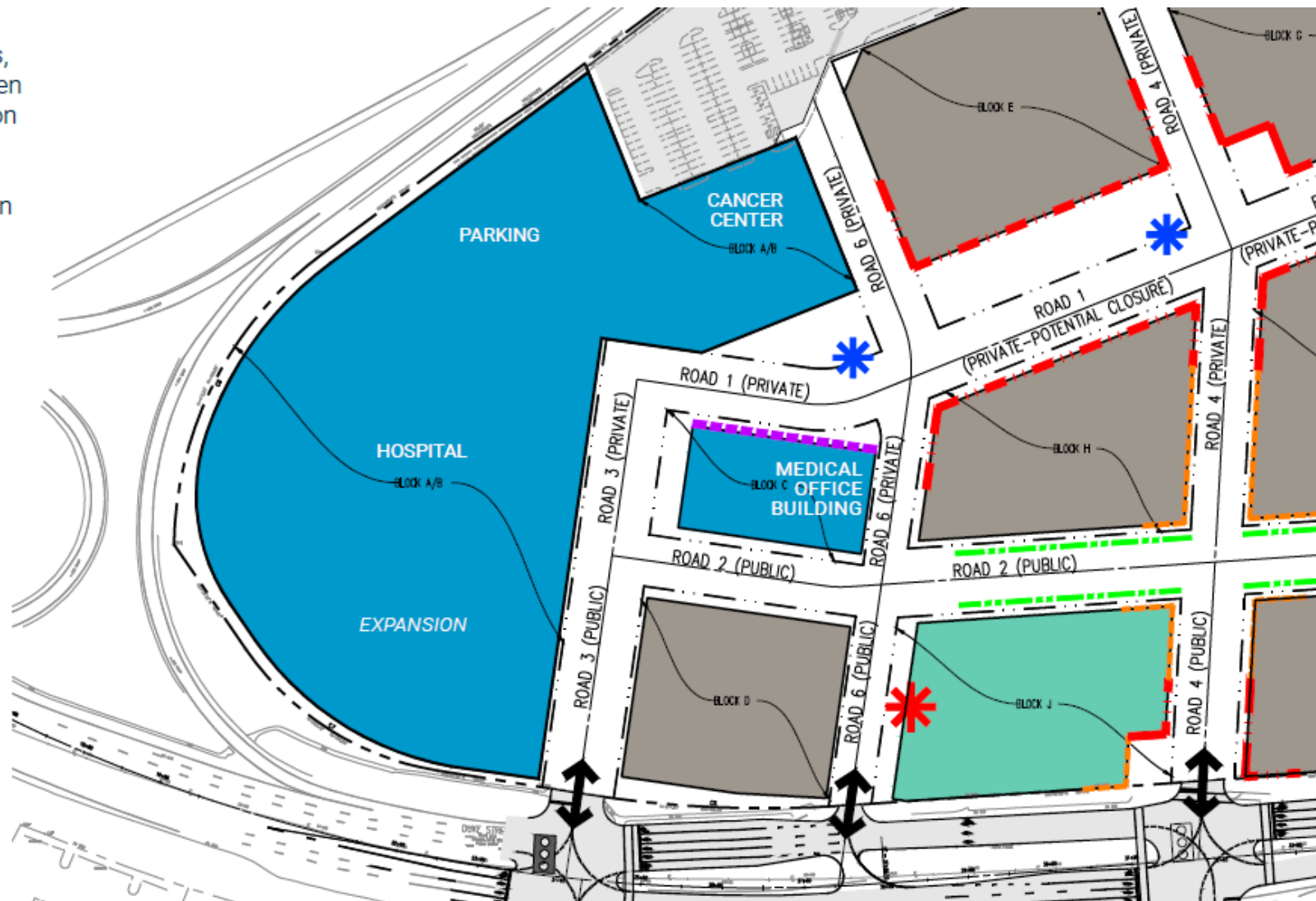


# INOVA ALEXANDRIA AT LANDMARK

## Inova Blocks within Master Plan

Inova facilities will span across three distinct parcels, two of which (A&B) have been merged to provide integration of clinical facilities, services and infrastructure. Major program locations have been determined by long range strategic planning goals.

| Campus Buildings    | GSF              |
|---------------------|------------------|
| Hospital            | 640,000          |
| Cancer Center       | 130,000          |
| MOB                 | 110,000          |
| Sub-total           | 880,000          |
| Existing Garage     |                  |
| <b>Phase I</b>      | <b>880,000</b>   |
| Expansion           | 185,000          |
| <b>Future Phase</b> | <b>1,065,000</b> |



# INOVA ALEXANDRIA AT LANDMARK

## Inova's Eastern Region Development Plan

### **Inova's Eastern Region Investments:**

- Alexandria Hospital
- Oakville at Potomac Yard
- Mount Vernon Hospital
- Springfield Hospital

### **OBJECTIVES**

- Serve community's healthcare needs
- Expand services & integrated care network
- Elevate facilities per industry standard with flexibility for decades to come
- Responsibly reinvest Inova's non-profit resources
- Provide welcoming & accessible anchor for the community

# INOVA ALEXANDRIA AT LANDMARK

## Serving the Community: A New Alexandria Hospital Complex

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- Patient-centered clinical programs and facilities
- ~ 230-Bed Hospital with all private rooms
- Larger Emergency room
- Level II Trauma service
  - 24- hour specialty services for brain injuries, complex fractures, etc.
  - One of only three in NOVA
- Advanced services for obstetrics, heart & vascular, neurosciences
- Full service cancer center, including radiation & infusion
- Medical Office Building: Specialty physicians able to easily see inpatients

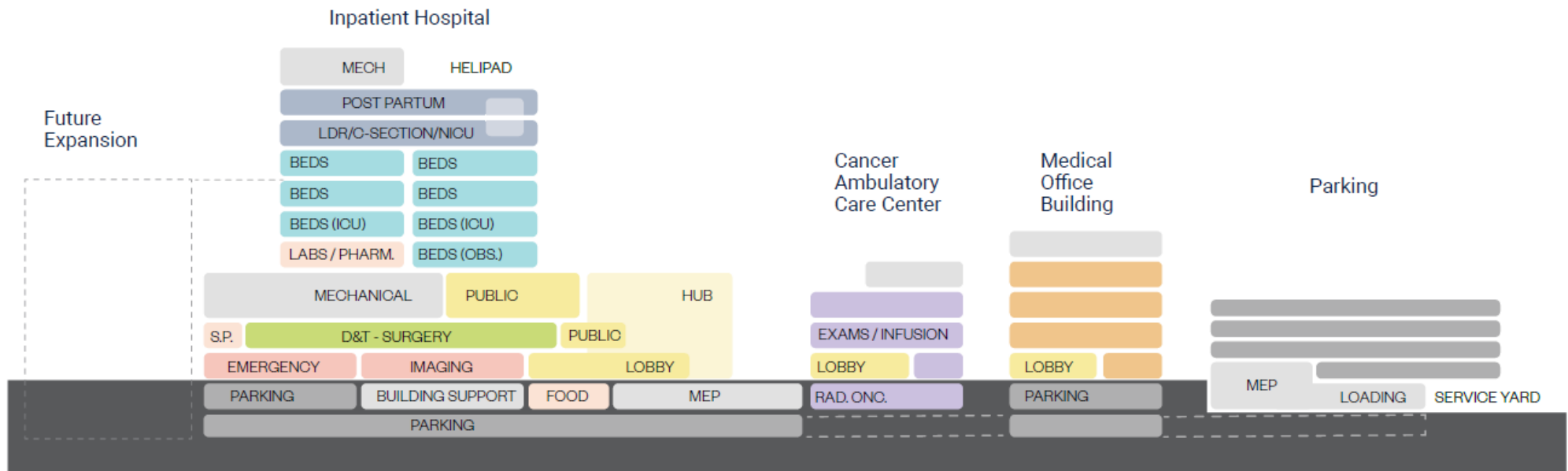


# INOVA ALEXANDRIA AT LANDMARK

## Program Stack: Phase I

Building heights, general massing and total number of stories are determined out of rigorous clinical planning requirements and overall floor plate area needs.

As part of the integrated Inova system, Inova Alexandria at Landmark is a regional health campus and trauma center offering emergency, inpatient and outpatient services. It is also the Eastern Region home for Inova's Women's, Neuroscience, Cancer and Heart programs.



### 231 Bed Hospital

**Inpatient Beds 180**

M/S (124)  
ICU (36)  
Observation (20)

**Procedural Platform 18**

O.R.'s (8)  
IR/Cath (7)  
End (3)

**Mother / Baby 51 Beds**

LDR + C-Section (11)  
Postpartum beds (32)  
NICU (15)  
Ante Partum

**ED / Imaging**

Emergency (37)  
Imaging (19)  
Antenatal Testing (4)

### Cancer Ambulatory Care Center

Exam  
Infusion  
Rad/Onc

### Medical Office Building

Exam

### Parking

Above and below grade parking in new and existing garages

# INOVA ALEXANDRIA AT LANDMARK

## Concept Plan: Phase I

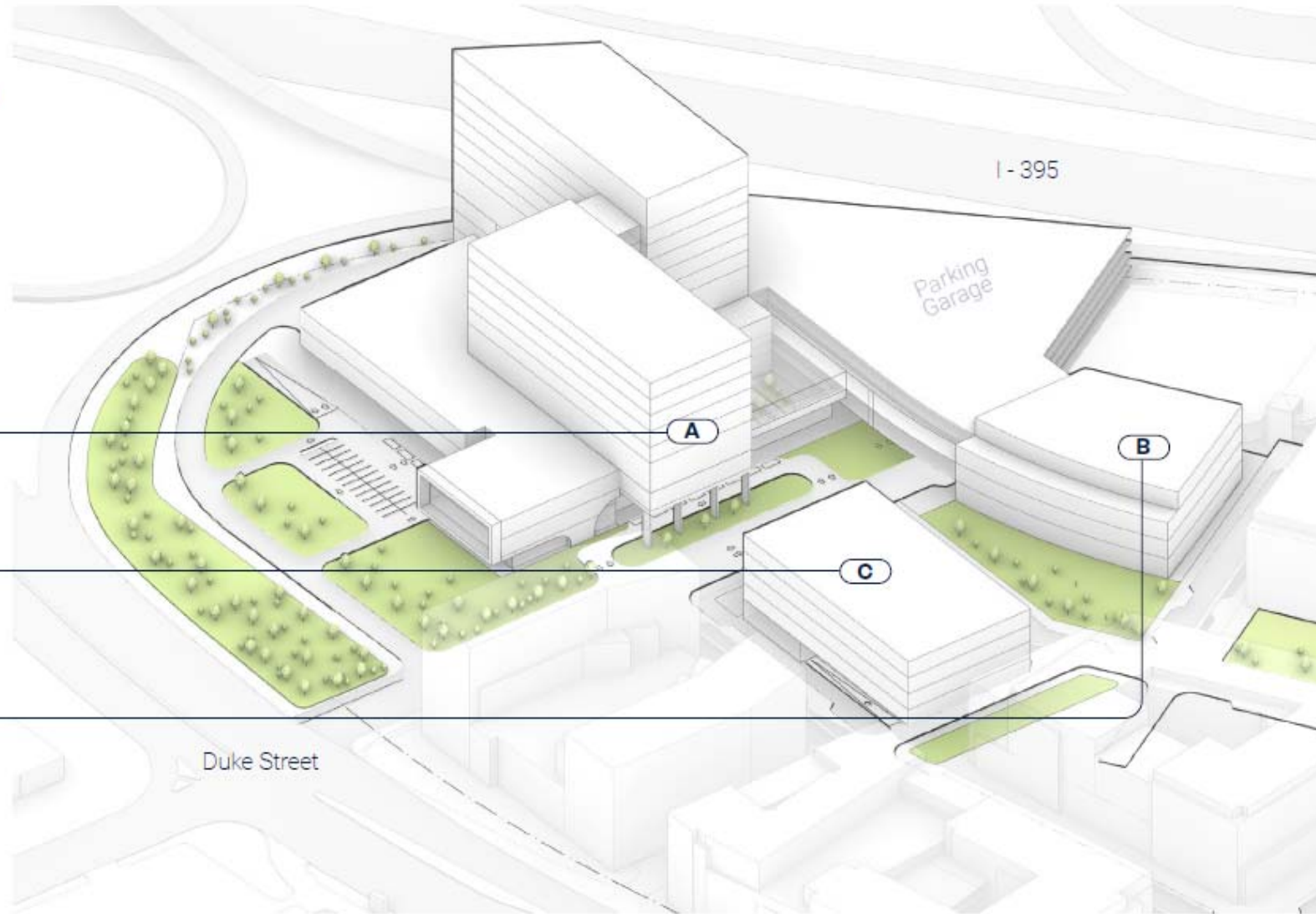
The Inova complex will act as an institutional anchor, activating the streets, engaging the community and bringing a civic identity to the Landmark neighborhood.

The main plaza culminates in the Hospital campus "Hub", an urban gathering space for the Inova and landmark community.

### Inpatient Hospital

### Medical Office Building

### Cancer Center





# INOVA ALEXANDRIA AT LANDMARK

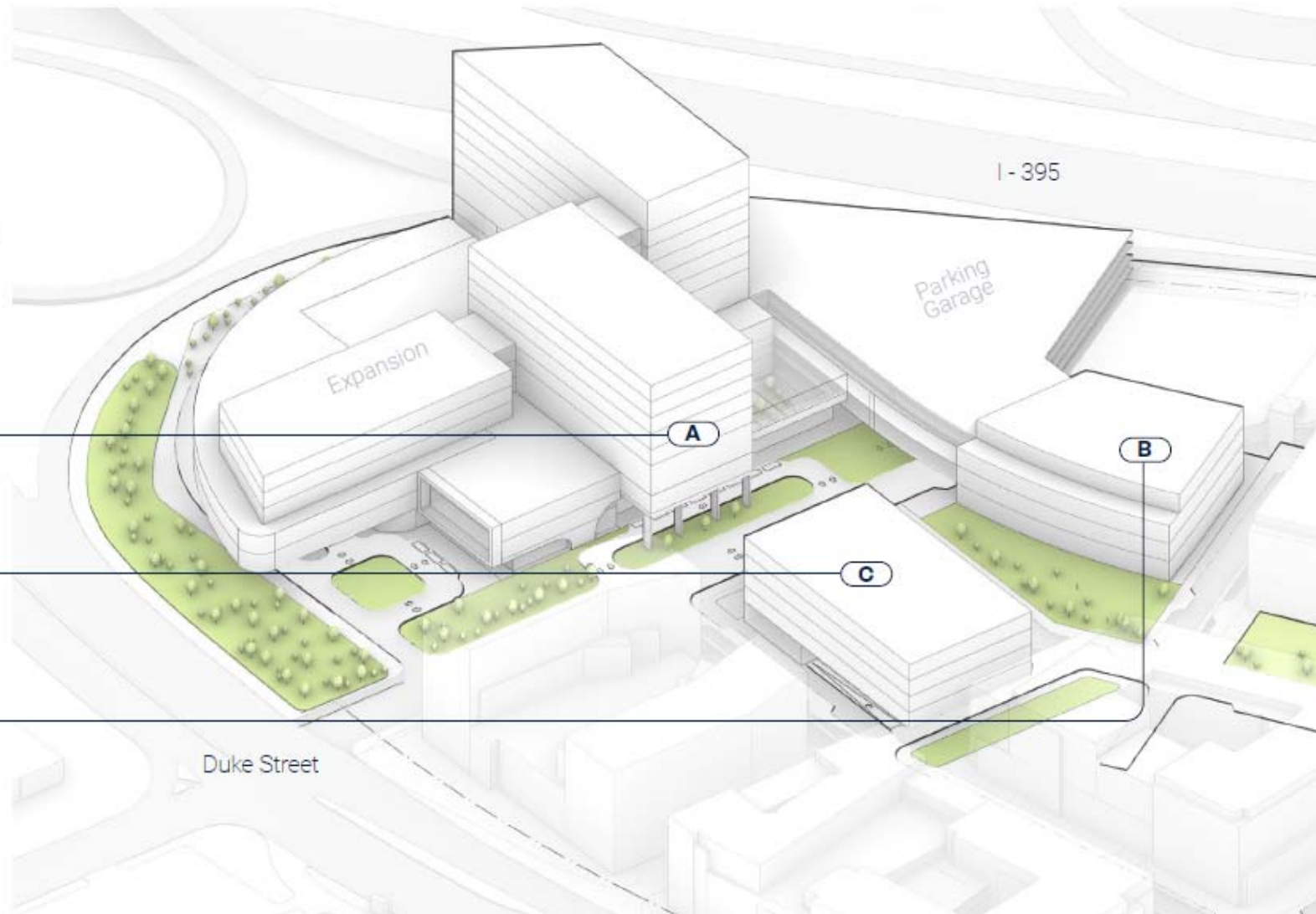
## Concept Plan: Future Phase

The hospital is organized to enable future expansion for emergency, procedure platform, inpatient units, parking and mechanical space, with minimal disruption to ongoing operations and patient care.

**Inpatient Hospital**

**Medical Office Building**

**Cancer Center**



# LANDMARK

A catalyst for the West End  
A gathering place for all





## EISENHOWER WEST LANDMARK VAN DORN IMPLEMENTATION ADVISORY GROUP

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# Advisory Group Discussion

**35 minutes**

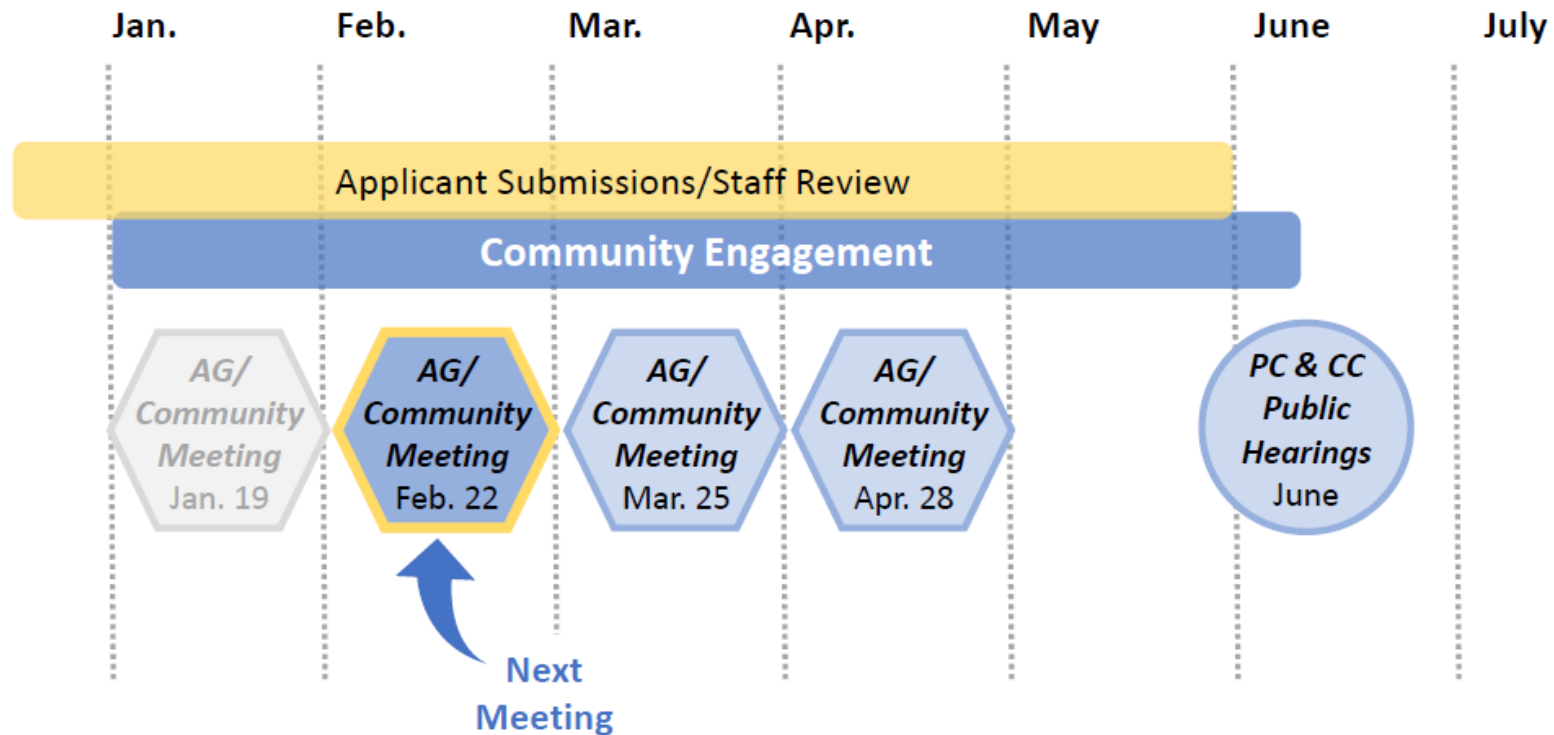
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# EISENHOWER WEST LANDMARK VAN DORN

## IMPLEMENTATION ADVISORY GROUP

### Next AG Meeting – February 22



AG = Eisenhower West/Landmark Van Dorn Advisory Group  
CC = City Council  
PC = Planning Commission



# EISENHOWER WEST LANDMARK VAN DORN

## IMPLEMENTATION ADVISORY GROUP



What's Next?

How do I stay  
Involved?

Who do I  
contact for  
Information?

### Next Event:

EWLVD Advisory Group Virtual Meeting  
Monday, Feb. 22, 6-7:30 pm

### Visit the Website!

[Alexandriava.gov/Landmark](http://Alexandriava.gov/Landmark)

- *Presentation & recording of this meeting*
- *Previous event materials*
- *Applicant submission materials*
- *Links to previous planning process*

### Sign up for eNews notifications

[Alexandriava.gov/enews](http://Alexandriava.gov/enews)

### Contact Ashley Labadie with Questions:

- [Ashley.Labadie@alexandriava.gov](mailto:Ashley.Labadie@alexandriava.gov)
- 703.746.3801